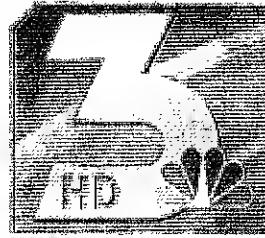


ORDER



Orders	Order / Rev:	104119
	Alt Order #:	06831860
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	07/31/12 - 08/06/12
	Original Date / Rev:	07/09/12 / 07/11/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
	1831 Chestnut St.	
	Philadelphia, PA 19103	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate / Revised
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN
	New Business Thru:	
	Order Separation:	00:15:00
	Advertiser External ID:	
	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/06/12	55	\$104,725.00	\$89,016.25	August 2012	55	\$104,725.00	\$89,016.25	0.00
					Totals	55	\$104,725.00	\$89,016.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$104,725.00
Market	100%	\$213,724.49

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$42,744.90
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$34,195.92
KTUD	0%	\$0.00
KVVU	13%	\$27,784.18
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,274.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
Start Date		End Date		Weekdays	Spots/Week		Rate	Rating							
Week: 07/30/12		08/05/12		-TWTF--	4		\$400.00	0.00							

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-TWTF--		4				\$400.00		0.00			
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12		M-----		1				\$400.00		0.00			
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12		M-----		1				\$700.00		0.00			
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-TWTF--		4				\$700.00		0.00			
E 5	KSNV	07/31/12	08/03/12	Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-TWTF--		8				\$1,400.00		0.00			
E 6	KSNV	08/06/12	08/06/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12		M-----		2				\$1,400.00		0.00			
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12		M-----		1				\$750.00		0.00			
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-TWTF--		5				\$750.00		0.00			
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12		M-----		1				\$6,000.00		0.00			
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime	CM	730pm-12am	-----F--	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-----F--		1				\$6,000.00		0.00			
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.00	1	0.00	NM	6	\$36,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-TWT---		6				\$6,000.00		0.00			
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12		-----S		1				\$6,000.00		0.00			
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00

Order / Rev: 104119
 Alt Order #: 06831860
 Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		Saturday	Today												
		Saturday	Today												
		SAT TDOAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	-----S-		1	\$625.00		0.00						
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week@M		4am-6pm		-----S	:30	4	\$1,700.003	0.00	NM	4	\$6,800.00
		Olympics Daytime WEEKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	-----S		4	\$1,700.00		0.00						
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week@M		4am-6pm		-----S-	:30	4	\$1,700.003	0.00	NM	4	\$6,800.00
		Olympics Daytime WEEKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	-----S-		4	\$1,700.00		0.00						
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week@M		9am-4pm		-TWTF--	:30	8	\$1,200.003	0.00	NM	8	\$9,600.00
		Olympics Daytime Weekdays													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	-TWTF--		8	\$1,200.00		0.00						
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week@M		9am-4pm		M-----	:30	2	\$1,200.003	0.00	NM	2	\$2,400.00
		Olympics Daytime Weekdays													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	M-----		2	\$1,200.00		0.00						
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Whe@M		630-730pm		-----S-	:30	1	\$500.001	0.00	NM	1	\$500.00
		WKND Jeop/Wheel													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	-----S-		1	\$500.00		0.00						
													Totals	55	\$104,725.00